

Notice of References Cited

 Application/Control No.
 09/771,863

 Applicant(s)/Patent Under
 Reexamination
 FULLER ET AL.

 Examiner
 Donald L. Champagne

 Art Unit
 2121
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U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Sterne, Jim, "What makes people click: advertising on the Web" (Que Corp., Indianapolis IN, 1997): 272.
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	X	DONALD L. CHAMPAGNE PRIMARY EXAMINER R-10-07

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